

# Broadcasting<sup>®</sup>

FEB 24

FIRST IN TELEVISION CABLE RADIO SATELLITE

❑ CBS LATE-NIGHT WHEEL ON A ROLL / 20

❑ TURNER TURNS TO TOONS / 31

❑ 1992 AD FORECASTS: WHO HAS IT RIGHT? / 36



## THE Montel Williams

SHOW

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82

UP TO BAT  
WITH MR. BASEBALL

# CABLE FILLS THE PRIMARY VOID

*CNN, C-SPAN blanket their airwaves with N.H. election coverage; networks offer specials, cut-ins*

By Steve McClellan

**F**or news junkies and the politically astute, cable was clearly the medium of choice for following last week's New Hampshire primary.

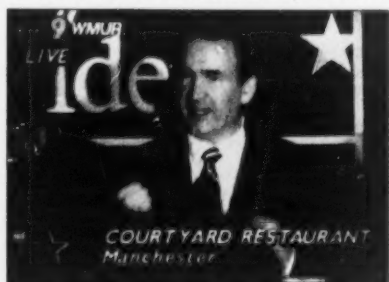
CNN and C-SPAN provided live blanket coverage for a week or more leading up to the Tuesday, Feb. 18, primary, where the big story was Republican contender Pat Buchanan's surprisingly strong showing.

CNN's anchor team of Bernard Shaw and Catherine Crier spent a week telecasting live from the state, and C-SPAN set up a studio Feb. 8 at an inn just outside Manchester.

Of the three major networks, only one, NBC, devoted an hour of prime time (10 p.m.-11 p.m. ET) to the primary. ABC and CBS provided cut-ins during the evening to report results, and ABC's *Nightline* that night was devoted to the election.

PBS's *MacNeil/Lehrer NewsHour* was more aggressive. The broadcast expanded to three hours of live coverage on Tuesday and devoted its entire regular broadcast on Wednesday to analyzing the results.

While coverage by the big three was not expansive, the tidbits they provided in prime time generated far more audience than did CNN's for the entire evening. For example, ABC's three-minute update at 8 p.m., leading into *Full House*, generated a 15.1/24 rating. An hour and 15 minutes later, in the middle of *Roseanne*, another



*Buchanan's surprise showing in New Hampshire provided a good lead for media stories*

## THE COMMISH / 4

In an exclusive interview with BROADCASTING, Baseball Commissioner Fay Vincent says "there's no thought of" moving any part of the league championship to cable. As for PPV playoffs, "nobody has really shown me a way in which pay per view works," he says.

## NICHOLAS OUT, LEVIN IN / 14

Time Warner last week announced the resignation of President and co-CEO Nicholas J. Nicholas and the unanimous election of Gerald Levin, vice chairman and COO, to succeed him. Levin is considered to be more in line with company Chairman Steve Ross.

## CREATIVE FINANCING / 20

Its goal of filling five late nights a week with action dramas has prompted CBS to seek out inexpensive alternatives to the high cost of series production. In spite of poor clearances, numbers continue to grow for *Crimetime After Primetime*.

## FOX PUSHING LOCAL NEWS / 21

Armed with focus group findings showing that younger adults and working parents would like an earlier nighttime newscast, Fox Broadcasting Co. is hoping to convince some affiliates to get into the local news business.

## CLASH OF THE TITANS / 28

Citing the current lack of competition, the

# This Week



*Ted Turner, with help from his friends, set to launch The Cartoon Network in October (p. 31).*

regional Bell companies asked a congressional committee last week for the chance to compete in the information services marketplace. Newspaper publishers took an opposing view.

## MEET GEORGE JETSON... / 31

Flush with cartoon titles from its newly acquired Hanna-Barbera library, TBS made an earlier-than-expected announcement of the launch of The Cartoon Network. The 24-hour basic-cable animation channel is set to hit homes in October.

## SPORTS ON SATELLITE / 33

The VideoCipher-Plus promise of piracy-protected transmissions could usher in an expansion of satellite sports programming, if a National Hockey League agreement is any indication.

## RADAR REPORT / 34

The RADAR 44 numbers, covering fall '91, show radio network listening numbers are mostly flat compared

with spring '91 levels. ABC Prime continued to hold the top spot, and Westwood One networks, coming off a big jump in its spring numbers, showed the steepest declines.

## ADS UP, BUT HOW MUCH? / 36

Advertising forecasters differ on the details, but signs point to an improved '92 for total TV ad sales. The average prediction for growth—4.1%—may not be enough to boost the medium back to 1990 levels.

## NEWS DEPARTMENTS

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# Broadcasting's Ratings Week Feb 10-16

|              | ABC                                                            | CBS                                  | NBC                                                                      | FOX                              |  |
|--------------|----------------------------------------------------------------|--------------------------------------|--------------------------------------------------------------------------|----------------------------------|--|
| MONDAY       | 15.0/23                                                        | 19.1/29                              | 13.5/20                                                                  | NO PROGRAMING                    |  |
| 8:00         | 20. FBI: Untold St 14.3/22                                     | 5. XVI Olympic Winter Games 19.1/29  | 18. Fresh Prince 14.9/23                                                 |                                  |  |
| 8:30         | 17. Amer Detective 15.0/22                                     |                                      | 27. Blossom 13.1/19                                                      |                                  |  |
| 9:00         | 16. ABC Monday Night Movie—Burden of Proof Pt. 2 15.1/23       |                                      | 26. NBC Monday Night Movie—In the Line of Duty: Siege at Mari 13.2/20    |                                  |  |
| 9:30         |                                                                |                                      |                                                                          |                                  |  |
| 10:00        |                                                                |                                      |                                                                          |                                  |  |
| 10:30        |                                                                |                                      |                                                                          |                                  |  |
| TUESDAY      | 15.4/23                                                        | 21.5/32                              | 12.2/18                                                                  | NO PROGRAMING                    |  |
| 8:00         | 14. Full House 15.8/24                                         | 2. XVI Olympic Winter Games 21.5/32  | 23. In the Heat of the Night 14.0/20                                     |                                  |  |
| 8:30         | 8. Home Improvmt 17.6/25                                       |                                      | 34. Law and Order 12.1/17                                                |                                  |  |
| 9:00         | 7. Roseanne 18.3/26                                            |                                      |                                                                          |                                  |  |
| 9:30         | 11. Coach 16.2/23                                              |                                      |                                                                          |                                  |  |
| 10:00        | 33. Class Clowns 12.3/19                                       |                                      | 45. Reasonable Doubts 10.5/17                                            |                                  |  |
| 10:30        |                                                                |                                      |                                                                          |                                  |  |
| WEDNESDAY    | 9.1/14                                                         | 16.7/26                              | 13.1/21                                                                  | NO PROGRAMING                    |  |
| 8:00         | 49. Dinosaurs 10.2/16                                          | 10. XVI Olympic Winter Games 16.7/26 | 12. Unsolved Mysteries 16.0/25                                           |                                  |  |
| 8:30         | 38. Wonder Years 11.3/17                                       |                                      | 35. Seinfeld 12.0/18                                                     |                                  |  |
| 9:00         | 44. Doogie Howser 10.6/16                                      |                                      |                                                                          |                                  |  |
| 9:30         | 64. Anything B/Love 7.6/12                                     |                                      |                                                                          |                                  |  |
| 10:00        | 65. Civil Wars 7.3/12                                          |                                      | 40. Night Court 11.2/19                                                  |                                  |  |
| 10:30        |                                                                |                                      |                                                                          |                                  |  |
| THURSDAY     | 10.7/16                                                        | 19.2/29                              | 14.0/21                                                                  | 10.9/16                          |  |
| 8:00         | 43. Columbo 10.9/16                                            | 4. XVI Olympic Winter Games 19.2/29  | 24. Cosby 13.9/21                                                        | 29. Simpsons 12.9/19             |  |
| 8:30         |                                                                |                                      | 25. A Diffmt World 13.7/21                                               | 60. Drexell's Class 8.8/13       |  |
| 9:00         |                                                                |                                      | 15. Cheers 15.5/23                                                       | 42. Beverly Hills 90210 11.0/16  |  |
| 9:30         |                                                                |                                      | 19. Wings 14.7/21                                                        |                                  |  |
| 10:00        |                                                                |                                      | 28. L.A. Law 13.0/21                                                     |                                  |  |
| 10:30        | 46. Primetime Live 10.4/17                                     |                                      |                                                                          |                                  |  |
| FRIDAY       | 10.7/19                                                        | 16.8/30                              | 10.4/19                                                                  | 5.4/10                           |  |
| 8:00         | 31. Family Matters 12.7/23                                     | 9. XVI Olympic Winter Games 16.8/30  | 67. Toonces 7.1/13                                                       | 69. America's Most Wanted 6.7/12 |  |
| 8:30         | 36. Step By Step 11.6/20                                       |                                      | 41. NBC Movie of the Week—Kindergarten Cop 11.1/20                       | 74. Firehouse 4.9/9              |  |
| 9:00         | 48. Baby Talk 10.3/18                                          |                                      |                                                                          | 77. Hidden Video 3.2/6           |  |
| 9:30         | 57. Billy 9.0/16                                               |                                      |                                                                          |                                  |  |
| 10:00        | 49. 20/20 10.2/18                                              |                                      |                                                                          |                                  |  |
| 10:30        |                                                                |                                      |                                                                          |                                  |  |
| SATURDAY     | 9.4/16                                                         | 18.8/31                              | 9.4/16                                                                   | 8.8/15                           |  |
| 8:00         | 71. Capitol Critters 6.3/11                                    | 6. XVI Olympic Winter Games 18.8/31  | 38. Golden Girls 11.3/19                                                 | 63. Cops 8.2/14                  |  |
| 8:30         | 61. Who's the Boss? 8.6/14                                     |                                      | 55. Walter and Emily 9.2/15                                              | 56. Cops 2 9.1/15                |  |
| 9:00         | 46. ABC Saturday Night Movie Special—Beverly Hills Cop 10.4/17 |                                      | 37. Empty Nest 11.5/19                                                   | 57. Cops 3 9.0/15                |  |
| 9:30         |                                                                |                                      | 53. Nurses 9.8/16                                                        | 59. Cops 4 8.9/14                |  |
| 10:00        |                                                                |                                      | 66. Sisters 7.2/12                                                       |                                  |  |
| 10:30        |                                                                |                                      |                                                                          |                                  |  |
| SUNDAY       | 10.6/16                                                        | 22.0/34                              | 11.0/17                                                                  | 8.6/13                           |  |
| 7:00         | 62. Life Goes On 8.3/14                                        | 1. 60 Minutes 24.4/40                | 76. The Torkelsons 4.4/7                                                 | 70. True Colors 6.4/11           |  |
| 7:30         |                                                                |                                      | 73. The Torkelsons 5.6/9                                                 | 72. Parker Lewis 6.2/10          |  |
| 8:00         | 22. Am Fun Hme Vid 14.1/21                                     | 3. XVI Olympic Winter Games 21.2/32  | 68. Hot Country Nights 6.9/10                                            | 32. In Living Color 12.6/19      |  |
| 8:30         | 29. Am Fun People 12.9/19                                      |                                      | 12. NBC Sunday Night Movie—In the Best Interests of the Children 16.0/24 | 52. Roc 10.1/15                  |  |
| 9:00         | 49. ABC Sunday Night Movie—Ghostbusters II 10.2/15             |                                      |                                                                          |                                  |  |
| 9:30         |                                                                |                                      |                                                                          |                                  |  |
| 10:00        |                                                                |                                      |                                                                          |                                  |  |
| 10:30        |                                                                |                                      |                                                                          |                                  |  |
| WEEK'S AVGS  | 11.5/18                                                        | 19.3/30                              | 11.9/19                                                                  | 8.4/13                           |  |
| SSN. TO DATE | 12.1/20                                                        | 13.9/23                              | 12.5/20                                                                  | 7.8/12                           |  |

RANKING/SHOW [PROGRAM RATING/SHARE]

\*PREMIERE

SOURCE: A.C. NIELSEN

YELLOW TINT IS WINNER OF TIME SLOT

# Broadcasting Radio

## NETWORK LISTENERSHIP FLAT IN RADAR 44

*Westwood One networks dip after '91 spike; ABC's Paul Harvey still tops*

By Peter Viles

**R**ADAR 44, the network radio ratings for fall 1991, shows that network listenership remained essentially flat through 1991, while three of the four young adult networks and three of the four Westwood One networks lost ground from the spring book to the fall book.

ABC Radio and its venerable newscaster, Paul Harvey, again dominated the ratings. ABC Prime held its spot as the most listened-to network (see chart), and ABC networks claimed 19 of the 20 top-rated programs. Harvey's weekday morning show led all programs, with 6.4 million listeners, and his three weekday programs were heard by a total of 14.5 million people.

RADAR 44, which measured 15

networks owned by five companies, shows that total network listenership (Monday-Sunday, 6 a.m.-7 p.m., persons 12-plus) dropped only slightly, from 31.8 million to 31.6 million, or 0.5%.

"You look at the total tonnage across 15 radio networks and there's almost no movement," observed Bill McClenaghan, senior vice president, research and development, ABC Radio Network.

The new ratings, released last week, were the first since Sheridan Broadcasting and National Black Network combined to form American Urban Radio Network, a move that cut the number of networks from 16 to 15.

The steepest declines from RADAR 43 to RADAR 44 were posted by Westwood One networks. Westwood/Mutual was down 4.1% (Monday-

Sunday, 6 a.m.-7 p.m., total persons 12-plus), while W.O.N.E. was down 10.3% and Westwood/Source dropped 8%. Westwood/NBC, meanwhile, gained 5.9%.

Researchers at other networks said that those drops were not necessarily cause for alarm at Westwood One, and may reflect an abnormally strong showing by Westwood One networks in RADAR 43 rather than a decline in RADAR 44.

"Maybe they had a bump the last book, a positive bump that you can hardly explain," said a researcher for a rival network.

Still, Mutual Broadcasting remains the number two network for adults 12-plus and 25-54, despite respective declines of 4.1% and 8.9%, which Westwood One President William Battison discounts because of the

## RADAR 44—FALL VS. SPRING 1991

*Volume 2, network audiences to all commercials.*

*Average quarter-hour summary by network, Mon.-Sun., 6 a.m.-7 p.m.*

### TOTAL PERSONS, 12+

| Network          | Spring 1991 |      | Fall 1991 |      | % Chg.  |
|------------------|-------------|------|-----------|------|---------|
|                  | AQH         | Rank | AQH       | Rank |         |
| ABC Prime        | 5,256,000   | 1    | 5,389,000 | 1    | + 2.5%  |
| Westwood Mutual  | 3,380,000   | 2    | 3,242,000 | 2    | - 4.1%  |
| ABC Platinum     | 2,800,000   | 3    | 2,849,000 | 3    | + 1.8%  |
| CBS Spectrum     | 2,361,000   | 5    | 2,408,000 | 4    | + 2.0%  |
| ABC Genesis      | 2,475,000   | 4    | 2,352,000 | 5    | - 5.0%  |
| Unistar Super    | 2,346,000   | 6    | 2,239,000 | 6    | - 4.6%  |
| Unistar Ultimate | 2,183,000   | 7    | 2,045,000 | 7    | - 6.3%  |
| CBS Radio        |             |      |           |      |         |
| Network          | 1,721,000   | 9    | 1,753,000 | 8    | + 1.9%  |
| W.O.N.E.         | 1,894,000   | 8    | 1,698,000 | 9    | - 10.3% |
| Westwood/NBC     | 1,524,000   | 11   | 1,614,000 | 10   | + 5.9%  |
| Westwood/Source  | 1,613,000   | 10   | 1,484,000 | 11   | - 8.0%  |
| Unistar Power    | 1,254,000   | 12   | 1,388,000 | 12   | + 10.7% |
| ABC Excel        | 1,213,000   | 13   | 1,107,000 | 13   | - 8.7%  |
| ABC Galaxy       | 1,024,000   | 14   | 1,028,000 | 14   | + 0.4%  |
| American Urban   | N/A         |      | 998,000   | 15   | N/A     |

### TOTAL PERSONS, 25-54

| Network          | Spring 1991 |      | Fall 1991 |      | % Chg.  |
|------------------|-------------|------|-----------|------|---------|
|                  | AQH         | Rank | AQH       | Rank |         |
| ABC Prime        | 2,993,000   | 1    | 3,022,000 | 1    | + 1.0%  |
| Westwood/Mutual  | 1,847,000   | 2    | 1,682,000 | 2    | - 8.9%  |
| ABC Platinum     | 1,475,000   | 3    | 1,467,000 | 3    | - 0.5%  |
| CBS Spectrum     | 1,326,000   | 5    | 1,373,000 | 4    | + 3.5%  |
| ABC Genesis      | 1,348,000   | 4    | 1,365,000 | 5    | + 1.3%  |
| Unistar Super    | 1,313,000   | 6    | 1,274,000 | 6    | - 3.0%  |
| Unistar Ultimate | 1,251,000   | 7    | 1,204,000 | 7    | - 3.8%  |
| W.O.N.E.         | 1,051,000   | 8    | 940,000   | 8    | - 10.6% |
| Unistar Power    | 822,000     | 10   | 851,000   | 9    | + 3.5%  |
| CBS Radio        |             |      |           |      |         |
| Network          | 821,000     | 11   | 850,000   | 10   | + 3.5%  |
| Westwood/Source  | 958,000     | 9    | 821,000   | 11   | - 14.3% |
| Westwood/NBC     | 806,000     | 12   | 767,000   | 12   | - 4.8%  |
| ABC Excel        | 774,000     | 13   | 662,000   | 13   | - 14.5% |
| American Urban   | N/A         |      | 588,000   | 14   | N/A     |
| ABC Galaxy       | 532,000     | 14   | 554,000   | 15   | + 4.1%  |

company's RADAR 43 ratings spike.

"We expected to go down in RADAR 44, just as we expected that RADAR 43 would show a big increase—although they were bigger than we thought," Battison told BROADCASTING. "RADAR typically, because of its sample size, experiences some bounces, what we call statistical wobble, and that's what happened for us in RADAR 43." Battison said that, compared with last February's RADAR 42 results, Westwood One shows upward momentum in all target demos across every one of its networks. "Our growth curve statistically is still up,

and we're not worried about these numbers. We anticipated them, and we knew they were coming."

Three of the four young adult networks lost ground, and together the four young adult networks were down by 3.4%, from 6.6 million listeners to 6.3 million. ABC Genesis dropped 5% (Monday-Sunday, 6 a.m.-7 p.m., persons 12-plus), while Westwood/Source was off 8% and ABC Excel dropped 8.7%. Only Unistar's Power gained ground, increasing by 10.7%.

"We're pretty happy that the Power network has done as well as it has in light of the decreases in the other

youth networks," said Ron Werth, Unistar senior vice president, research. "That's really the main positive we see from the book."

Both CBS networks posted increases and climbed a spot overall. CBS Spectrum gained 2% and moved from fifth place to fourth, while CBS Radio Network gained 1.9% and moved from ninth to eighth.

RADAR results are delivered twice annually by Westfield, N.J.-based Statistical Research Inc. Information for this story was provided by ABC Radio Networks, CBS Radio Networks and Unistar Radio Networks. ■

## RADIO ENDS '91 ON MIXED REVENUE SIGNALS

*December shows slight  
increase; 1991 finishes  
down 3.1%*

By Reed E. Bunzel

**R**adio revenue numbers for 1991 finally are in, and the reviews are mixed.

The radio industry ended the year better than it began, with December revenues up slightly—0.1%—over the same month the previous year, and the first increase since July 1991, according to figures released last week by the Radio Advertising Bureau. In fact, local revenues for December were down 0.5% vs. 1990, with increases coming only in the Midwest (+2.9%) and Southwest (+4.6%) regions; the steepest decline was in the East (down 3.8%). The overall decline was offset, however, by a 1.9% increase in national revenues, reversing a 7.7% decline in revenue performance in November.

For fiscal year 1991, combined local and spot revenue finished down 3.1% compared to last year's totals; local ad revenues declined 3% overall, while national spot revenue was down 3.3%.

The industry bright spot continued to be network radio, which turned in a positive performance on revenues that were up 1.6% over 1990, according to a report from the Radio Network Association. ■

## RIDING GAIN

### NPR INCREASE

The National Public Radio board of directors tentatively approved a 22% average increase in station costs for programing and a 9.7% average increase in station dues in fiscal year 1993, beginning Oct. 1, 1992.

The board plans to give final approval to the "current services only" FY '93 budget on March 26-27. NPR, which shares space at 2525 M Street in Northwest Washington with the FCC, is negotiating to purchase a building at 635 Massachusetts Ave., N.W. It expects increased occupancy expenditures whether it moves or not.

### TOP 40 LOSES TWO

The top 40 format has lost two stations in the Baltimore-Washington area. WBSB-FM Baltimore last week dropped top 40 for a combination of new and old hits the station describes as "Today's Hits, Yesterday's Favorites." The Scripps Howard Broadcasting station now markets itself as "Variety 104.3." In Washington, meanwhile, WAVA-FM has shed top 40 to become the city's first commercial inspirational station. New programing includes contemporary Christian music and syndicated religious talk shows. The switch in format took place when Salem Communications took ownership from Emmis Broadcasting.

### NPR AIDS FOCUS

Responding to the increasing health crisis of AIDS in the Hispanic

community, National Public Radio this week (Feb. 24-28) is broadcasting a 10-part series on the impact and magnitude of the disease among that segment of the U.S. population. The series, "In Spanish It's Called SIDA," will air during NPR's newsmagazines *Morning Edition*, *All Things Considered* and *Weekend Edition*. Topics include AIDS among recent Central American immigrants, the role of churches in teaching people about AIDS, women and AIDS in Puerto Rico, denial and death among victims, Cuban Marielitos and AIDS, and AIDS leadership within the Hispanic community.

Later this spring NPR plans to produce a series of five-to-six-minute reports in Spanish that can be broadcast independently or combined to form a half-hour documentary, made available to Spanish-language radio stations.

### BREAKTHROUGH DELAYED

New York-based Vision Broadcasting Network has announced that its plans for "NY Breakthrough" have been delayed, postponing the summer 1992 launch of the AOR-targeted marketing and programing event. "Breakthrough" was designed as "a rock 'n' roll talent search developed to find and expose the best unknown talent while providing AOR radio with a multi-purpose vehicle," according to Vision founder Floyd Vasquez, who blamed the delay on an "adverse advertising climate."

# Business

## 1992 ADVERTISING FORECASTS, WITH A DIFFERENCE

*Varying economic scenarios cause divergence among ad estimates*

By Sharon D. Moshavi

**A**dvertising forecasters have agreed to disagree about the outlook for 1992. Divergent views about an economic upswing and the strength of political advertising are at the root of the varying forecasts for total spending, total TV spending and total spot advertising. But the survey of forecasts, initially compiled by Blair Television's Linda Cecere, in general reveals optimism that 1992 will be a better year for television advertising than 1991, with most of the turnaround waiting until the third quarter to surface.

The mean average forecast predicts growth of 4.1% for total advertising, 4.4% for TV advertising and 3.5% for spot advertising (see chart). Even if correct, those gains may not be enough to help television climb out of 1991's advertising hole. Jim Dougherty of County NatWest said the broadcast networks need about 5% growth and spot TV needs 7% growth to get back to 1990 levels. Dougherty, one of the more conservative forecasters, predicts the networks will be slightly shy of 1990 levels, but spot TV will only grow by 2.6%, leaving it well below 1990 spending.

Most forecasters are basing their predictions on an economic recovery in the second half of the year, with political and summer Olympics spending leading the surge. If the recession had ended at the start of this year, television advertising, which the Television Bureau of Advertising predicts will be 5.2%, would have been 6% to 8%, according to Harold Simpson, vice president, research.

The overall impact of the so-called "quadrennial effect" of Olympics and political advertising is still up for debate. With the Olympics, Barry Kaplan of Goldman Sachs said, more of

### A COMPARISON OF 1992 AD PROJECTIONS

#### % CHANGE VS. 1991

|                   | Total Adv | Total TV | Total Spot |
|-------------------|-----------|----------|------------|
| County NatWest    | NA        | +3.6     | +2.6       |
| Goldman Sachs     | +5.2      | +6.0     | +4.0       |
| C.J. Lawrence     | +5.0      | +7.0     | +5.0       |
| McCann Erickson   | +6.2      | +7.0     | +6.5       |
| Oppenheimer       | 0         | 0 to -5  | 0 to -5    |
| Rothschild        | NA        | +3.5     | +4.0       |
| Saatchi & Saatchi | +2.6      | +2.0     | 0          |
| Salomon Brothers  | +4.5      | +4.0     | +3.5       |
| TVB               | +5.2      | +5.0     | +4.0       |
| Wertheim Schroder | NA        | +8.0     | +8.0       |
| Mean average      | +4.1      | +4.4     | +3.5       |

Source: Blair Television

NA: not available

the money slated for the Olympics is coming out of existing ad budgets.

CBS's Olympics success will "set a tone for good delivery for the summer Olympics and make it sell better," said Bill Breda, Blair Television's senior vice president and general manager. To the extent the Olympics bring in incremental dollars, those will likely favor spot TV, according to Oppenheimer's Jessica Reif.

Political advertising, which few thought would show remarkable growth from years past, may in fact be better than some had initially predicted. TVB's Simpson said he thinks that level might rise because of Patrick Buchanan's serious challenge to President Bush in the New Hampshire primary. On the Democratic side, Simpson also pointed out that lack of a clear victor, combined with the possibility of one or more candidates joining the fray, may keep spending high in that party, too. Blair Television's Breda forecasts that political advertising will make up nearly half of the 4% to 5% increase he predicts in spot advertising this year.

Other categories show encouraging signs that they will pick up in 1992, said Breda, such as automotive and fast-foods. Packaged goods "have not been as exciting as we'd like it to be," but Breda said he hopes for more spending as the year progresses.

The most optimistic advertising forecast comes from Wertheim Schroder's David Londoner, who predicts 8% growth in both total television and spot advertising. McCann Erickson's Robert Coen projections fall just behind Londoner's, with a 7% increase for television in total and a 6.5% increase in spot TV. Coen said he based his forecast largely on economic recovery.

The most pessimistic forecast belongs to Oppenheimer's Reif. "I just don't see it happening," she said of TV advertising growth this year. With the first half of the year looking grim, and a majority of the first three quarters' network inventory sold at lower prices, which, for the entire broadcast year averaged 19%, she said, television "will need a huge fourth quarter to see any overall growth." ■

# Changing Hands

This week's tabulation of station and system sales (\$250,000 and above)

**WQBS(AM) San Juan, P.R.** □ Sold by Radio Americas Corp. to Radio Cadena Informativa Inc. for \$2.1 million. Sale includes WORA(AM) Mayaguez and WPRP(AM) Ponce, both Puerto Rico. Terms: \$750,000 cash at closing, \$750,000 assumption of debt and \$650,000 five-year noninterest-bearing note. **Seller** is headed by Alfred Ramirez de Arellano III, who also owns WIOA(FM) San Juan, WIOB(FM) Mayaguez and WIOC(FM) Ponce, all Puerto Rico. **Buyer** is headed by Jose E. Rios Gautier. Principals Roberto Davila Rodriguez and wife Emilie E. Rios Gautier own all issued and outstanding stock of licensee of WXYX(FM) Bayamon, P.R. WQBS is fulltimer with Spanish pop salsa format on 630 khz with 5 kw.

**WELU(TV) Aguadilla, P.R.** □ Sold by Faith Pleases God Church to Healthy Christian Family Media Inc. for \$500,000 cash. **Seller** is headed by Carlos Ortiz, and has interests in KMNZ(TV) Oklahoma City and LPTV's in Corpus Christi and Beaumont, both Texas. **Buyer** is headed by Norman O. Gonzalez, and has no other broadcast interests. WELU is on ch. 32 with 105 kw visual, 20.9 kw aural and antenna 967 feet above average terrain.

**WZZT(FM) Morrison, Ill.** □ Sold by

Janet P. Bro to WZZT Inc. for \$349,000. Terms: \$284,000 assumption of debt and \$65,000 noncompete covenant. **Seller** has no other broadcast interests. **Buyer** is headed by Larry E. Sales and James B. Scott. Sales is executive producer at WLS-TV Chicago. WZZT has AC format on 95.1 mhz with 3 kw and antenna 328 feet above average terrain.

**KROG(FM) Phoenix, Ore. (Medford)** □ Sold by Asteria Broadcasting Corp. to Bear Creek Broadcasting Inc. for \$343,500 on terms. **Seller** is headed by Courtney L. Flatau and Steven Hess. Flatau also owns KSZL(AM)-KDUC(FM) Barstow, Calif. **Buyer** is headed by Thomas A. Dole, former broadcaster and current media buyer; he has no other broadcast interests. KROG has AC format on 105.1 mhz with 52 kw and antenna 545 feet above average terrain. *Broker: William A. Exline Inc.*

**KMRJ(FM) Ukiah, Calif.** □ Sold by M. J. Johnson Communications Inc. to Terrence P. Montgomery for \$300,000. Terms: \$120,000 cash, \$60,000 assumption of debt and \$120,000 five-year promissory note at 8%. **Seller** is headed by James A. Johnson, receiver, and has no other broadcast interests. **Buyer** recently sold WQPM-AM-FM Princeton, Minn., for \$1.2 million ("Changing Hands," Dec. 9, 1991). KMRJ has AC format on 105.9 mhz with 1.9 kw and antenna 2,017 feet above average terrain.

**KNEV(FM) Reno** □ Sold by Price Broadcasting Co. to KNEV Broadcasting Co. for \$300,000 cash. Station was part of group sale to Citadel Communications Corp. for \$12.5 million ("For the Record," Sept. 30, 1991); application was dismissed. **Seller**, headed by John Price, also owns KUTR (AM)-KCPX(FM) Salt Lake City and WOMG-AM-FM Columbia, S.C. **Buyer** is headed by Stephen R. Harris and has no other broadcast interests. KNEV has beautiful music format on 95.5 mhz with 60 kw and antenna 2,270 feet above average terrain.

For other proposed and approved sales see "For the Record," page 47.

## CLOSED!

WCBZ-FM, Bowling Green, Kentucky from Bahakel Communications, Cy Bahakel, President to Donald Alt.

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and  
Charles E. Giddens  
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### PROPOSED STATION TRADES

By volume and number of sales

This Week:

AM's □ \$2,182,000 □ 4

FM's □ \$1,536,600 □ 6

AM-FM's □ \$0 □ 0

TV's □ \$0 □ 0

Total □ \$3,718,600 □ 10

1992 to Date:

AM's □ \$6,901,101 □ 14

FM's □ \$24,872,311 □ 25

AM-FM's □ \$15,855,500 □ 10

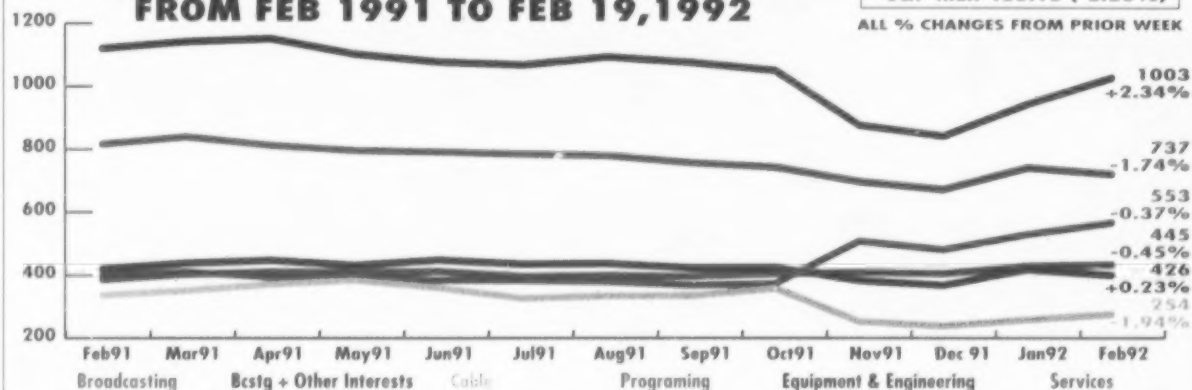
TV's □ \$23,460,000 □ 6

Total □ \$71,088,912 □ 55

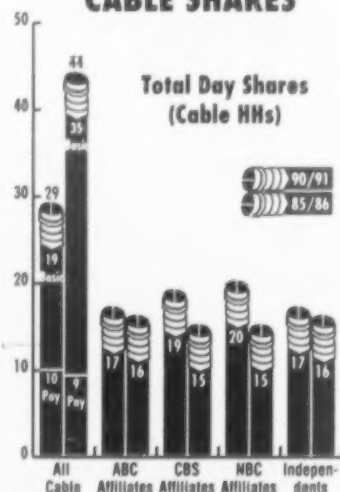
For 1991 total see Jan. 27, 1992 BROADCASTING.

# Broadcasting's By The Numbers

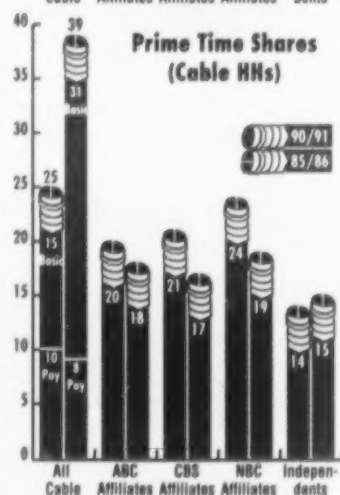
## STOCK MARKET PERFORMANCE AVERAGES FROM FEB 1991 TO FEB 19, 1992



## GROWTH OF CABLE SHARES



## Prime Time Shares (Cable HHs)



Source: Cabletelevision Advertising Bureau.

## SUMMARY OF BROADCASTING & CABLE

### BROADCASTING

| Service            | ON AIR        | CP's*        | TOTAL*        |
|--------------------|---------------|--------------|---------------|
| Commercial AM      | 4,984         | 230          | 5,214         |
| Commercial FM      | 4,588         | 1,017        | 5,605         |
| Educational FM     | 1,514         | 316          | 1,830         |
| <b>Total Radio</b> | <b>11,086</b> | <b>1,563</b> | <b>12,649</b> |
| Commercial VHF TV  | 557           | 15           | 572           |
| Commercial UHF TV  | 579           | 171          | 750           |
| Educational VHF TV | 123           | 5            | 128           |
| Educational UHF TV | 235           | 9            | 244           |
| <b>Total TV</b>    | <b>1,494</b>  | <b>200</b>   | <b>1,694</b>  |
| VHF LPTV           | 422           | 150          | 572           |
| UHF LPTV           | 759           | 856          | 1,615         |
| <b>Total LPTV</b>  | <b>1,181</b>  | <b>1,006</b> | <b>2,187</b>  |
| FM translators     | 1,887         | 349          | 2,236         |
| VHF translators    | 2,531         | 76           | 2,607         |
| UHF translators    | 2,323         | 384          | 2,707         |

### CABLE

|                             |            |
|-----------------------------|------------|
| Total subscribers           | 55,786,390 |
| Homes passed                | 92,040,450 |
| Total systems               | 11,135     |
| Household penetration†      | 60.6%      |
| Pay cable penetration/basic | 79%        |

\* Includes off-air licenses. † Penetration percentages are of TV household universe of 93.1 million.  
\* Construction permit. † Instructional TV fixed service. ‡ Studio-transmitter link.  
Source: Nielsen, NCTA and Broadcasting's own research.

**Len Weiner**, executive producer, all-sports WFAN(AM) New York, named program director, KMPC(AM) Los Angeles, which is switching to all-sports format in April.

## NEWS AND PUBLIC AFFAIRS



Ortiz

**Al Ortiz**, foreign editor, CBS News, New York, named VP, Europe and London bureau chief, London, succeeding **Peter Bluff**, London-based producer, *60 Minutes*.

**Jamie Gangel**, general assignment and political correspondent, NBC News, Washington, named national correspondent, *Today*, Washington.

**Sylvia Lopez**, reporter and substitute anchor, KCBS-TV Los Angeles, joins KCAL(TV) Norwalk, Calif. (Los Angeles), as reporter.

**Rene Syler**, from WVTM-TV Birmingham, Ala., joins WFAA-TV Dallas as reporter and anchor.

**Bob Sirkin**, correspondent, KRON-TV San Francisco, joins KXAS-TV Dallas-Fort Worth in same capacity.

**Gail Neubert**, assistant news director, KIRO-TV Seattle, named interim news director.

## TECHNOLOGY

**Barbara Jaffe**, VP, affiliate sales and operations, Home Box Office Inc., New York, named VP, technology operations.

**Brewster Barclay**, consultant, BPA Technology & Management Inc., joins Spraylat Corp., Mount Vernon, N.Y., as European product manager, conductive coatings.

**Larry W. White**, chief engineer, KLST(TV) San Angelo, Tex., named director of engineering, Jewell Television Corp.'s KLST, San Angelo, Tex.

**W.T. (Mack) McGill**, VP, engineering and 39-year veteran at KSTM-AM-FM-TV El Paso, retired. **Oscar G. Medina**, from KCOS(TV) El Paso, succeeds McGill as director of engineering. **Gregg W. Davidson**, video maintenance and training engineer, KSTM-TV El Paso, named chief engineer.

**Kenneth F. Wiedeman**, director of sales and marketing, Sony Professional Tape Division, Park Ridge, N.J., named VP, sales and marketing. **Joseph E. Tibensky**, from BASF Corp., Bedford, Mass., joins Sony Professional Tape Division, Park Ridge, N.J., as director of marketing.

## PROMOTION AND PR

**Colleen Harkins**, director of communications, Cable Television Administration and Marketing Society, Alexandria, Va., resigned to form ProPR public relations firm there, concentrating in growth of cable TV.

**Kelly Wright**, formerly with Cincinnati Art Museum, joins WGUC(FM) Cincinnati as promotion coordinator.

**Marc A. Newman**, sales manager, Medialink, New York, named general manager, Southern sales.

**Chris Dominici**, broadcast designer, The Monitor Channel, Boston, joins WTKR-TV Norfolk, Va., as creative director.

**Susan Acklen**, from WFLA-TV Tampa, Fla., joins WAPT(TV) Jackson, Miss., as promotion manager.

**Bruce Charet**, executive VP, development, Cinema 7, joins Grant/Tribune Productions, Los Angeles, as director of creative affairs.

**Ina Wallman**, senior account executive, Marina Maher Communications Inc., joins CBS Radio Communications, New York, as manager.

## ALLIED FIELDS

New executive committee at NATPE: **Pat Patton**, KMBC-TV Kansas City, Mo., named chairman and CEO; **Lou Gattozzi**, WJW-TV Cleveland, named first vice chairman and treasurer; **Russ Myerson**, Media General Broadcast Group, Tampa, Fla., named second vice chairman and secretary; **Rick Reeves**, WTAJ-TV Altoona, Pa., immediate past chairman, and **Steve Goldman**, Paramount Television, Los Angeles, named associate member representatives.

**Nancy Newhouse**, VP, Think Entertainment, joins McClintock, Weston, Benshoof, Rochefort, Rubalcava & MacCuish law firm, Los Angeles, as counsel, concentrating in entertainment law.

**Philip C. Shyposh**, 26-year AT&T veteran, joins Association of National Advertisers Inc. (ANA), New York, as senior VP, member services. **Peter J. Thomas**, director, member relations, ANA, New York, named VP, member relations.

## DEATHS

**Edward McCullers Jr.**, 64, TV host, died Feb. 18 of heart disease in Jacksonville, Fla. His broadcasting career spanned over 34 years and was best known to thousands of children as "Skipper Ed," where he hosted program at WTLV(TV) Jacksonville, Fla., from 1961 to 1974. He is survived by his wife, Dana; three children and two grandchildren.

**Howard B. Frazier**, 86, radio pioneer, died Feb. 15 in Fort Meyers, Fla. Frazier established WSNJ(AM) Bridgeton, N.J., in 1937, and later joined National Association of Broadcasters as director of engineering, where he edited "NAB Engineering Handbook." He founded Frazier & Peter Inc. radio and TV management consulting firm, Washington, in 1946 (later Frazier Gross & Clay Inc.), where he was president until his retirement in 1972. Survivors include his wife, Grace; four children, and brother.

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# Broadcasting In Brief

**Turner Broadcasting reported a 77% increase in fourth-quarter 1991 profit on a 13% increase in revenue.** Improved operating performance was seen in all major operations, including TNT, primarily from higher subscriber revenue; and CNN and Headline News, primarily from advertising revenue. For all of 1991, the news division reported profits of \$167.6 million on revenue of \$479.5 million, while the entertainment segment, comprising WTBS(TV) Atlanta and TNT, reported profits of \$159.5 million on revenue of \$711.3 million. Overall, the company reported operating profits of \$297.1 million on revenue of \$1.48 billion and announced a cash dividend to holders of its common and convertible preferred stock.

**Barnes, Browning, Tanksley & Casurella**, the law firm representing most of the political candidates in their complaints against broadcasters for alleged violation of the lowest-unit-rate rules, **has filed a complaint against Arbitron** in Fulton County Georgia Superior Court alleging breach of contract. According to the complaint, Arbitron reneged on its agreement to sell ratings information to the firm at the cost of \$100 per book. Apparently after learning that the firm would use the ratings information to determine whether sta-

tions had overcharged candidates, Arbitron decided not to sell the information. An Arbitron spokesperson said the ratings company "does not seek to profit from selling data which would be used against our customers." If subpoenaed, Arbitron will hand over the information, a source there said. Arbitron also said it would refund any payment if such a payment was made. Bobby Kahn, partner, Barnes, Browning, Tanksley & Casurella, described Arbitron's actions as part of a "conspiracy of the industry as a whole to deny refunds of overcharges."

**Paramount has signed producer Stan Rogow to a multiyear deal** under which he will develop and produce television projects and theatricals. Rogow television product will be exclusive to Paramount, and the studio will get first look at the feature material. Rogow had been with NBC Productions since 1989 and while there co-created (with John Sayles) and served as executive producer of *Shannon's Deal*.

**National Public Radio's board of directors unanimously passed a resolution supporting NPR's position of not cooperating with a special Senate investigation** into leaks during the Clarence Thomas confirmation hearings. NPR report-

## NSS POCKETPIECE

(Nielsen's top ranked syndicated shows for the week ending Feb. 9. Numbers represent aggregate rating average/stations/% coverage)

|                                   |             |
|-----------------------------------|-------------|
| 1. Wheel Of Fortune .....         | 15.2/223/99 |
| 2. Jeopardy! .....                | 13.3/215/92 |
| 3. Star Trek .....                | 12.7/244/98 |
| 4. Oprah Winfrey Show .....       | 11.4/225/99 |
| 5. Entertainment Tonight .....    | 9.2/187/96  |
| 6. Current Affair .....           | 9.0/173/94  |
| 7. Wheel Of Fortune (Wired) ..... | 8.8/188/93  |
| 8. Cosby Show .....               | 8.2/208/99  |
| 9. Married...With Children .....  | 8.2/173/94  |
| 10. Donahue .....                 | 7.3/227/99  |
| 11. Inside Edition .....          | 7.2/130/99  |
| 12. Sally Jessy Raphael .....     | 6.4/208/97  |
| 13. Hard Copy .....               | 6.1/174/93  |
| 14. WKRP in Cincinnati .....      | 5.9/238/99  |
| 15. American Gladiators .....     | 5.5/177/94  |

er Nina Totenberg is scheduled to appear today (Feb. 24) before Senate Special Investigator Peter Fleming. "She will not answer any questions that will assist in identifying her source or sources," said NPR spokeswoman Mary Morgan. Totenberg and *New York Newsday* reporter Timothy Phelps were the first to report Anita Hill's allegations of sexual harassment against Thomas. William E. Buzenberg, NPR's VP for news and information, is scheduled to testify tomorrow.

**William Bernstein has been appointed executive VP of Paramount Pictures**, reporting to Paramount Chairman Brandon Tartikoff. Bernstein, who comes from Orion Pictures Corp. (he's been president-CEO since April 1991), will supervise Paramount's business affairs, legal, finance and studio administrative departments. Prior to his association with Orion, which began in 1978, Bernstein was senior VP of business affairs at United Artists Corp. and a member of its board, originally joining UA's legal department in 1959. His appointment takes effect March 2.

The National Association of Telecommunications Officers and Advisors and the cities of New York and

## TUG OF WAR OVER 'HEAT'

**T**he move of NBC's *In the Heat of the Night* to CBS last week may come off without a hitch, but only as long as NBC decides that it doesn't want the show. That is NBC's position regarding its apparent loss of the four-year-old series, which is a solid household performer. According to sources within NBC, the network still retains the right to renew the series for a fifth season. According to MGM/UA, the producer of the series, the network's option to renew ran out some time ago. According to Ed Gradinger, president, MGM/UA Television, NBC gave no indication it planned to renew the show, and the studio moved to make sure the series would have a home for the fall. The deal with CBS calls for the studio to produce six two-hour movies and leaves the network with the option to bring *In the Heat of the Night* back in its current form as a one-hour series.

-SC